23

1   Claims

2

3   1.   A system comprising;
4   • a database means for storing the capabilities of
5   mobile devices;
6   • a mobile device;
7   • a mobile device type identifier associated with
8   said mobile device;
9   • a message processor means for generating message
10   data comprising a coupon;
11   • a message optimiser means for generating an
12   optimised message responsive to said message data
13   and responsive to the stored capabilities
14   corresponding to said mobile device type
15   identifier; and
16   • a communication means for transmitting said
17   optimised message to said mobile device.
18

19 2.   The system according to Claim 1, characterised in
20   that said capabilities comprise at least one device
21   attribute associated with a mobile device type.
22

23 3.   The system according to Claim 2, characterised in
24   that said device attribute comprises a display
25   dimension and/or a colour depth.
26

27 4.   The system according to any one of Claims 1 to 3,
28   characterised in that said communication means
29   ~~comprises a gateway means for transmitting said~~
30   optimised message to a network.
31

32 5.   The system according to Claim 4, characterised in
33   that said communication means comprises a router

24

1 means for selecting the gateway means for message

2 transmission.

3

4 6. The system according to any one of Claims 1 to 5,

5 characterised in that said coupon comprises a

6 barcode number, barcode symbology, a barcode image,

7 and/or text content.

8

9 7. The system according to any one of Claims 1 to 6,

10 characterised in that said optimised message

11 comprises multimedia content.

12

13 8. The system according to Claim 7, characterised in

14 that said multimedia content comprises video, audio,

15 and/or a photograph.

16

17 9. The system according to any previous claim,

18 characterised in that said message data further

19 comprises said mobile device type identifier.

20

21 10. The system according to any one of Claims 1 to 9,

22 characterised in that said system further comprises

23 a barcode generator means for generating barcodes.

24

25 11. The system according Claims 10, characterised in

26 that said generated barcodes are random barcodes.

27

28 12. The system according to Claim 10 or 11,

29 characterised in that said system further comprises

30 a barcode encoder means for encoding said generated

31 barcodes.

32

25

1 13. A method for delivering a message to a mobile device
2 comprising the steps of:
3 • inputting capabilities of mobile devices;
4 • storing said capabilities of mobile devices;
5 • generating message data comprising a coupon and a
6 mobile device type identifier associated with said
7 mobile device;
8 • retrieving the stored capabilities corresponding
9 to said mobile device type identifier;
10 • generating an optimised message responsive to said
11 message data and said retrieved capabilities; and
12 • transmitting said optimised message to said mobile
13 device.
14

15 14. The method according to Claim 13, characterised in
16 that said capabilities comprise at least one device
17 attribute associated with a mobile device type.
18

19 15. The method according to any one of Claims 13 to 14,
20 characterised in that said device attribute
21 comprises a display dimension and/or a colour depth.
22

23 16. The method according to any one of Claims 13 to 15,
24 characterised in that said method further comprises
25 the step of transmitting said optimised message to a
26 network.
27

28 17. The method according to any one of Claims 13 to 16,
29 characterised in that said method further comprises
30 the step of selecting a gateway means for message
31 transmission.
32

26

1   18.   The method according to any one of Claims 13 to 17,
2   characterised in that said coupon comprises a
3   barcode number, barcode symbology, and/or a barcode
4   image.
5
6   19.   The method according to any one of Claims 13 to 18,
7   characterised in that said optimised message
8   comprises multimedia content.
9
10 20.   The method according to Claim 19, characterised in
11   that said multimedia content comprises video, audio,
12   and/or a photograph.
13
14 21.   The method according to any one of Claims 13 to 20,
15   characterised in that said step of generating the
16   optimised message comprises downgrading said
17   generated message data.
18
19 22.   The method according to any one of Claims 13 to 21,
20   characterised in that said method further comprises
21   the step of generating barcodes.
22
23 23.   The method according to Claim 22, characterised in
24   that said generated barcodes are random barcodes.
25
26 24.   The method according to Claim 22 or 23,
27   characterised in that said method further comprises
28   the step of encoding said generated barcodes.
29

30 25.   A computer program for carrying out the method
31   according to any one of Claims 13 to 24.
32

27

1   26. A carrier for carrying the computer program
2   according to Claim 25.
3

TOTAL P.56